

610 CKTB Scores Niagara IceDogs

March 26, 2012



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St. Catharines, March 23, 2012 - NewsTalk 610 CKTB proudly announces the return of OHL Niagara IceDogs live play-by-play beginning September 2012.

In announcing the partnership, Niagara IceDogs owner Bill Burke said, "I'm so pleased to be back with CKTB and the Astral family. We're looking forward to many great years together."

Astral Vice President and General Manager Bob Harris says, "We're thrilled to welcome the IceDogs back home to 610 CKTB. The IceDogs are a big part of the Niagara community and a natural fit for CKTB's clients and listeners. It's an incredibly exciting brand of hockey and family entertainment and we couldn't be more excited to work with Bill and Denise Burke in what we see as a long term partnership."

The broadcast team of Ted Lehman and Chuck Lafleur will continue to handle the play-by-play on 610 CKTB, while sister stations 105.7 EZ Rock and 97.7 HTZ FM will be the Ice Dogs promotional partners.

Astral is one of Canada's largest media companies. It operates several of the country's most popular pay and specialty television, radio, out-of-home advertising and digital media properties. Astral plays a central role in community life from coast-to-coast by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit astral.com.

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